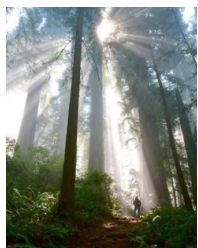
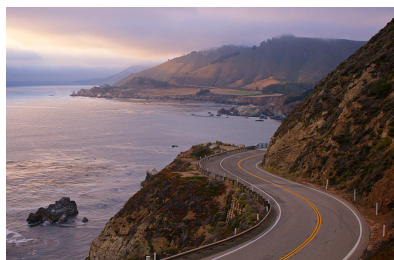




CalWORKs,

Get Out & Enjoy The Outdoors!

California's state parks are a fun and healthy way to connect with families, friends, and communities.



GOLDEN BEAR PASS

CalWORKs families can receive a free annual, day-use pass valid at 200+ state parks and beaches.

Who is eligible?

- ✓ Any CalWORKs family is eligible to receive the pass.

Sign-Up Now!

- ✓ Sign up by completing a form at the *link below. Then State Parks will mail your **FREE** Golden Bear Pass.

✓ *Visit: cdss.ca.gov/goldenbearpass



SCAN ME

In Partnership of State Parks & CDSS



GOLDEN BEAR PASS

Campaign Overview

California's state parks are a fun and healthy way to connect with families, friends, and communities.

- ✓ The purpose of this outreach effort is to increase safe and equitable access to state parks and open spaces for CalWORKs families with the Golden Bear Pass. This outreach campaign will consist of messaging via text, voice calls, and emails to the CalWORKs caseload to inform them of the availability of the free Golden Bear Pass.
- ✓ Program recipients will have to complete a short form indicating their interest and confirming details including of their Name, D.O.B, and Address. CDSS will first confirm and validate if the individual is an active CalWORKs recipient and then pass a secure file to State Parks to approve the pass for the program applicants. State Parks will then mail the pass to the program recipients.
- ✓ Outreach messages will be sent beginning on 3/3/2022 with a pilot of approximately 1200 messages. This outreach campaign will run for a month. The individuals receiving messages statewide are balanced by county. Each week of the campaign, CDSS will send approximately 58,000 messages across the 58 counties. CalWORKs Outreach will continue to send messages every other month after March and through the summer, informing newly enrolled CalWORKs recipients of the pass.
- ✓ For more information about CalWORKs outreach efforts please visit CDSS's Statewide Outreach webpage:
www.cdss.ca.gov/inforesources/statewide-outreach